



NoviCAP

SPAIN | UK | NETHERLANDS



Brand Book

Our brand guidelines

NoviCap Logo

Our Main Asset

The NoviCap logo is our main Brand asset. A regular use of the Logo includes two elements; The Icon and the Imagotype. They always should be displayed in conjunction and never used separately except when displaying it in squared or round format.



HEX: #FF5F00
RGB: (255, 95, 0)
CMYK: (0, 63, 100, 0)

HEX: #00173F
RGB: (0, 23, 63)
CMYK: (25, 16, 0, 75)



NoviCap Logo

With Headline

The **NoviCap** logo can be used with our headline “Invoice Finance Made Easy” when there’s available space to place the logo. It should never be used in small assets such as logo reels or when the size impacts the legibility of the headline. Also note that the headline uses Montserrat as Typeface in its “Light” weight with no modified Kerning.



INVOICE FINANCE MADE EASY

Logo Usage

How to use the NoviCap Logo



The Icon

Balance and Symmetry

The **NoviCap** icon is composed by three main elements. A rectangle and two triangles. Each one of the triangles are identical in size but arranged in an inverted fashion. The rectangle is replicated to the left with a negative space the same size as the rectangle. All elements produce a perfect square which create a balanced and symmetric pattern.



Icon Usage

How to use the NoviCap Icon



Regular



Spaced



Round



Black



Blue



White

Our Colors

The NoviCap Color Palette



Our Typography

This is the NoviCap Typeface

Montserrat

Montserrat Bold

ABCČĆĐĚFGHIJKLMNOPQRSŠTUVWXYZŽabcčćđěfghijklmnopqrsštuvwxyzžАБВГГДЂ
ЕЁЄЖЗСИІЙЈКЛЉМНЊОПРСТЋУЎФХЦЧЏШЩЪЫЬЭЮЯабвггдђеёєжзсиийјкљмњћ
прстћуўфхцчџшщъыьэюяĂÂÊÔŮăâêôů1234567890'?''"(%)[#{@}/&\<-+÷×=>©
\$€£¥¢;:,*

Montserrat Regular

ABCČĆĐĚFGHIJKLMNOPQRSŠTUVWXYZŽabcčćđěfghijklmnopqrsštuvwxyzžАБВГГДЂЕЁЄ
ЖЗСИІЙЈКЛЉМНЊОПРСТЋУЎФХЦЧЏШЩЪЫЬЭЮЯабвггдђеёєжзсиийјкљмњћпрстћу
ўфхцчџшщъыьэюяĂÂÊÔŮăâêôů1234567890'?''"(%)[#{@}/&\<-+÷×=>©\$€£¥¢;:,*

Our Typography

All Available Weights and Titles

Font Weights

Thin
Thin Italic
Extra-Light
Extra-Light Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Extra-Bold
Extra-Bold Italic
Black
Black Italic

Title Sizes

H1 Title

H2 Title

H3 Title

H4 Title

H5 Title

H6 Title



NoviCap

(+34) 932 711 019

info@novicap.com

Investors:

